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<b>TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A FILING UNDER 35 U.S.C. 371</b>			1522.1003  <b>09/763141</b>
INTERNATIONAL APPLICATION NO. PCT/KR00/00280	INTERNATIONAL FILING DATE 29 March, 2000	PRIORITY DATE CLAIMED 30 March, 1999	
TITLE OF INVENTION AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING WINDOW			
APPLICANT(S) FOR DO/EO/US Jin-Yong JOO and Yang-Ho KIM			
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:			
<ol style="list-style-type: none"> <li>1. <input checked="" type="checkbox"/> This is a <b>FIRST</b> submission of items concerning a filing under 35 U.S.C. 371.</li> <li>2. <input checked="" type="checkbox"/> This is an express request to immediately begin national examination procedures (35 U.S.C. 371(f)).</li> <li>3. <input type="checkbox"/> The US has been elected by the expiration of 19 months from the priority date (PCT Article 31).</li> <li>4. <input type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371(c)(2))           <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> is transmitted herewith (required only if not transmitted by the International Bureau).</li> <li>b. <input type="checkbox"/> has been transmitted by the International Bureau.</li> <li>c. <input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US).</li> </ol> </li> <li>5. <input type="checkbox"/> A translation of the International Application into English (35 U.S.C. 371(c)(2)).</li> <li>6. <input type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371(c)(3))           <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> are transmitted herewith (required only if not transmitted by the International Bureau).</li> <li>b. <input type="checkbox"/> have been transmitted by the International Bureau.</li> <li>c. <input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US).</li> </ol> </li> <li>7. <input type="checkbox"/> A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).</li> <li>8. <input type="checkbox"/> An oath or declaration of the inventor (35 U.S.C. 371(c)(4)).</li> <li>9. <input type="checkbox"/> A translation of the Annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371(c)(5)).</li> </ol>			
Items 10-15 below concern document(s) or information included:			
<ol style="list-style-type: none"> <li>10. <input type="checkbox"/> An Information Disclosure Statement Under 37 CFR 1.97 and 1.98.</li> <li>11. <input type="checkbox"/> An assignment document for recording.           <p>Please mail the recorded assignment document to:</p> <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> the person whose signature, name &amp; address appears at the bottom of this document.</li> <li>b. <input type="checkbox"/> the following:</li> </ol> </li> <li>12. <input checked="" type="checkbox"/> A preliminary amendment.</li> <li>13. <input type="checkbox"/> A substitute specification</li> <li>14. <input type="checkbox"/> A change of power of attorney and/or address letter.</li> <li>15. <input checked="" type="checkbox"/> Other items or information: PCT/ISA/210</li> </ol>			

09/763141

2. [X] The U.S. National Fee (35 U.S.C. 371(c)(1)) and other fees as follows:

JC02 Rec'd PCT/PTO 20 FEB 2001

CLAIMS	(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) CALCULATIONS
TOTAL CLAIMS		11 -20=	0	x \$ 18.00	0.00
INDEPENDENT CLAIMS		5 -3=	2	x \$ 80.00	160.00
MULTIPLE DEPENDENT CLAIM(S) (if applicable)				+\$270.00	0.00
<b>BASIC NATIONAL FEE (37 CFR 1.492(a)(1)-(4):</b>					1000.00
[X] Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO .....\$1,000					
[ ] International preliminary examination fee (37 C.F.R. 1.482) not paid to USPTO but International Search Report prepared by the EPO or JPO.. . . . \$ 860					
[ ] International preliminary examination fee (37 C.F.R. 1.482) not paid to USPTO but international search fee (37 C.F.R. 1.445(a)(2)) paid to USPTO.....\$ 710					
[ ] International preliminary examination fee paid to USPTO (37 CFR 1.482) but all claims did not satisfy provision of PCT Article 33(1)-(4).....\$ 690					
[ ] International preliminary examination fee paid to USPTO (37 CFR 1.482) and all claims satisfied provisions of PCT Article 33(2) to (4) .....\$ 100					
Surcharge of \$130 for furnishing the National fee or oath or declaration later than [ ] 20 [X] 30 mos. from the earliest claimed priority date (37 CFR 1.482(e)).					130.00
<b>TOTAL OF ABOVE CALCULATIONS</b>					0.00
Reduction by 1/2 for filing by small entity, if applicable. Affidavit must be filed also. (Note 37 CFR 1.9, 1.27, 1.28.)					
<b>SUBTOTAL</b>					0.00
Processing fee of \$130 for furnishing the English Translation later than [ ] 20 [ ] 30 mos. from the earliest claimed priority date (37 CFR 1.482(f)).					1290.00
<b>TOTAL NATIONAL FEE</b>					1,290.00
Fee for recording the enclosed assignment (37 CFR 1.21(h)).					+
<b>TOTAL FEES ENCLOSED</b>					1,290.00

- a. [X] A check in the amount of \$1,290.00 to cover the above fees is enclosed.
- b. [ ] Please charge my Deposit Account No. 19-3935 in the Amount of \$ to cover the above fees. A duplicate copy of this sheet is enclosed.
- c. [X] The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 19-3935. A duplicate copy of this sheet is enclosed.



21171

PATENT TRADEMARK OFFICE

2/14/2001

DATE

James D. Halsey, Jr.

REGISTRATION NO. 22,729

Docket No. 1522.1003 (JDH)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Jin-Yong JOO, et al.

Serial No.: To be assigned

Group Art Unit: Unassigned

Filed: February 16, 2001

Examiner: Unassigned

For: AN ADVERTISING METHOD USING INTERNET E-MAIL AND  
CHATting WINDOW

**PRELIMINARY AMENDMENT**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

Before examination of the above-identified application, please amend the application as follows:

**IN THE CLAIMS:**

Please AMEND the claims as follows:

Claim 5,

line 1, change "one of claims 1, 2, 3 and 4" to --claim 1--.

Claim 6,

line 1, change "one of claims 1, 2, 3 and 4" to --claim 1--.

Claim 7,

line 1, change "one of claims 1, 2, 3 and 4" to --claim 1--.

Claim 8,

line 1, change "1 or 2" to --1--.

**IN THE ABSTRACT**

Please INSERT the attached Abstract after page 18 of the claims.

**REMARKS**

This Preliminary Amendment is submitted to improve the form of the claims as originally-filed.

It is respectfully requested that this Preliminary Amendment be entered in the above-referenced application.

If any further fees are required in connection with the filing of this Preliminary Amendment, please charge same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: February 16, 2001

By: 

James D. Halsey, Jr.  
Registration No. 22,729

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AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING  
WINDOW

**BACKGROUND OF THE INVENTION**

5 1. Field of the Invention

The present invention relates to an advertising method using Internet electronic mail (e-mail) and chatting services and, in more particular, to an advertising method using Internet e-mail and chatting services, which pays a predetermined charge for viewing advertisements to users when they are provided with Internet e-mail service  
10 transmitting e-mails including the advertisements provided by advertisers, to thereby invite and display advertisements.

2. Description of the Related Art

In popularization of the Internet, the amount of advertisements using Internet home pages rapidly increases and markets are being extended. This advertising method  
15 using the Internet home pages is to pay a predetermined charge for viewing advertisements to users who sign in specific Internet services whenever advertisements are clicked when the users access the home pages of the Internet services and view the advertisements displayed thereon. This method provides the users with a part of advertising rates paid by their advertisers to secure lots of users who have signed in the  
20 services. Additionally, there are extending Internet services which provide free home pages to the users and allow them to use free e-mail accounts on the condition that the users sign in the Internet services and view advertisements displayed on the home pages. This rapidly raises the amount of usage of e-mail.

However, the Internet services described as above provide free services like e-

mail services to the users and pay a predetermined charge for clicking the advertisements to them in case where the users view the advertisements displayed on the home pages. Further, the e-mail is used as a means for directly advertising specific products or services when it is employed for advertisements. This causes a flood of spam mails which are delivered to users who do not want them. This problem limits e-mail service and does not allow the e-mail, which has a potential of replacing facsimile service or postal service, to be effectively used as an advertising medium.

### SUMMARY OF THE INVENTION

An object of the present invention is to provide an advertising method using Internet e-mail service, which pays a predetermined charge to users for viewing advertisements when the users who have signed in the service are provided with the Internet e-mail service transmitting e-mails including advertisements provided by advertisers, to thereby invite and display advertisements.

Another object of the present invention is to provide an advertising method using Internet e-mail service, which transmits advertisements included in e-mails to users who want to see them to prevent a flood of spam mails and develop a healthy e-mail culture.

A still another object of the present invention is to provide an advertising method using Internet chatting service, which pays a predetermined charge for viewing specific advertisements or banners to users when they use the chatting service.

To accomplish the objects of the present invention, there is provided an advertising method using Internet e-mail service constructed in such a manner that an advertisement of a specific advertiser is displayed on the ground of the main screen of the Internet e-mail service transmitted from an e-mail server or a part thereof, and a

transmitting part of the Internet e-mail having the advertisement displayed on the main screen thereof sends the e-mail to a receiving part. Upon confirmation of reception of the e-mail, a predetermined charge is paid to the transmitting part and receiving part. The advertisement displayed on the e-mail screen is selectively activated to allow the  
5 users (transmitting part and receiving part) to view it only when they want to see it and the predetermined charge is paid to them only when they see the advertisement. A variety of advertisements may be displayed on the e-mail screen to allow the transmitting part to be able to select.

In addition, the advertising method using Internet chatting service is  
10 constructed in such a manner that company advertisements and/or company banner advertisements are inserted in the ground or a specific portion of the chatting window displayed as the initial screen of each chatting participant, other than the input window through which conversations are carried out, and when the participants view the advertisements during chatting a predetermined charge is paid to them.

15 To accomplish the objects of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with  
20 one another, the method comprising the steps of: the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail; delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it

therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; the receiving part selectively activating the advertisement included in the e-mail to see it; transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it

5 therein; and the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

According to another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC

10 for a transmitting part to transmit e-mails, a receiving part's client PC for a the receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's

15 client PC, the advertisement being inserted in the ground of the e-mail main screen or a part of it; delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and

20 receiving parts on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

According to still another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC



for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto; the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted from an activated state to an inactivated state to be included in the e-mail; the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the transmission of the e-mail therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; the receiving part selectively activating the advertisement included in the e-mail to view it; transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

According to yet another aspect of the present invention, there is provided an advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of: the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she

wants to send thereto; the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being inserted in the ground of the e-mail main screen; the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the  
5 transmission of the e-mail therein; the receiving part receiving the e-mail including the advertisement using the receiving part's client PC; transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and the e-mail server compensating the transmitting and receiving parts on the basis of the information on the transmission of the e-mail and the information on the  
10 reception of the e-mail.

The kind, contents and form of the advertisement are chosen by the transmitting part. The advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

Each of the advertising methods further comprises the step of, when the e-mail  
15 is confirmed to be a spam mail, depriving the transmitting part sending the spam mail of his/her membership or paying no compensation money to him/her, the compensation money being for compensating the transmitting part for viewing the advertisement, and being saved up previously.

The advertising method may further comprises the step of the transmitting  
20 part downloading an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the e-mail including the advertisement.

The information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on

viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

The information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

To accomplish the objects of the present invention, there is also provided an advertising method using Internet chatting service, wherein a company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a chatting window, other than an input window through which conversations are carried out, and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting participant.

According to the present invention, as described above, when advertisements supplied by their advertisers are included in the e-mail to be transmitted while the Internet e-mail service is provided to the users who have signed in the service or those who want to sign in the service, a predetermined amount of charge is paid to them, to invite advertisements. Further, the advertisements are also displayed on the chatting window in the Internet chatting service to attain the same effect. Moreover, advertisements included in the e-mail are viewed to only those who want to see them, to prevent a flood of spam mails and develop a healthy e-mail culture. Additionally, a variety of events are performed to promote advertisements.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 roughly shows a method of transmitting/receiving e-mails between

users who have signed in Internet e-mail service;

FIG. 2 roughly shows a method of transmitting/receiving e-mails between users who have not signed in Internet e-mail service yet;

FIG. 3 shows an embodiment of an e-mail window including an advertisement;

5 FIG. 4 shows an embodiment of an e-mail window including no advertisement; and

FIG. 5 roughly shows an example of an advertising window for displaying advertising contents.

#### **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT**

10 A preferred embodiment of the present invention is described in detail in the following with reference to the drawings.

The present invention provides an advertising method using Internet e-mail service to pay a predetermined amount of charge to both of transmitting and receiving parts when the transmitting part sends an e-mail including advertisements to the  
15 receiving part, to thereby improve advertising effect and prevent an unnecessary flood of spam mails.

In the advertising method of the present invention, in case where a user who has signed in Internet e-mail service and given an e-mail account sends an e-mail, for example, an advertisement of a specific advertiser is displayed on a part of the Internet  
20 e-mail screen transmitted from an e-mail server and, when the user sends as the transmitting part the e-mail containing the advertisement displayed on the screen thereof to a receiving part who also has signed in the e-mail service, a predetermined charge is paid to the transmitting and receiving parts.

In addition, in case of sending an e-mail message by a user who has not signed

in the e-mail service, when he/she accesses the e-mail server to select the Internet e-mail having a specific advertisement displayed on the screen thereof and sends the e-mail to a receiving part through the e-mail server, a predetermined charge is paid to the transmitting and receiving parts (only if they are subscribers who have signed in the service). Moreover, the advertisement included in the e-mail is selectively activated to allow the users to view it when they want to see it and the predetermined charge is paid them only when they view the advertisement.

The e-mail service may be used employing a dedicated program produced by the e-mail service company or e-mail transmission/reception functions of an Internet browser such as Netscape or Internet explorer, currently widely being used.

FIG. 1 shows a method of transmitting/receiving e-mails between users who have signed in the Internet e-mail service, and FIG. 2 shows a method of transmitting/receiving e-mails between users who have not signed in the service. A transmitting part 10 who has signed in the service accesses the Internet using his/her Internet service provider (ISP) to receive an e-mail page from e-mail server 30. This e-mail page include one or more advertisements of specific advertisers and the transmitting part 10 adds messages he/she wants to send thereto. Each e-mail page contains one or more advertising contents and the transmitting part 10 can download an e-mail page including an advertisement he/she wants to see and adds messages thereto.

The e-mails used in the present invention can include a variety of advertising contents. For example, the e-mails are classified as A, B, C, D, E, F, ....., which are selectable, e-mail A displaying an advertisement of a company A, e-mail B displaying an advertisement of a company B and e-mail C displaying an advertisement of a

company C and so on, and the transmitting part selects his/her preferred e-mail among them to thereby choose an advertisement of a specific company. This may be stored as a database for a company that netizens prefer, to be used for a sales strategy.

When the user downloads one of e-mails A, B, C, D and E including the  
5 advertisement of a specific company, the e-mail service company records the downloaded state. Then, whenever the user sends an e-mail as the transmitting part 10, this transmission status is automatically recorded in the e-mail service company. The e-mail service company confirms the transmission state of the e-mail including a specific advertisement on the basis of the record, and then confirms the transmission  
10 record of the e-mail including the advertisement once in a month or week. Subsequently, the e-mail service company pays a predetermined charge (for viewing the advertisement) on the account of the transmitting part 10.

The receiving part 20 who has received the e-mail including the advertisement views the contents of the advertisement while confirming the e-mail message. Here,  
15 when the receiving part 20 sees the advertisement, this is transmitted to the e-mail service company through the Internet to be recorded therein. This can be accomplished using functions of the browser or functions of e-mail service program. The e-mail service company confirms reception state of the e-mail including the specific advertisement on the basis of the record thereof, and then confirms the transmission  
20 record of the e-mail including the advertisement once in a month or week. Subsequently, the e-mail service company pays the predetermined charge (for viewing the advertisement) on the account of the receiving part 20. The advertising rate is paid by its advertiser.

FIG. 2 shows the advertising method of the present invention in case of a user

who has no address of the e-mail service company. In this case, the transmitting part 10 should sign in the e-mail service for receiving the charge for viewing advertisements and be in state of connecting to the e-mail server 30 for accurate statistics. In this state, the transmitting part 10 downloads the e-mail page including 5 advertisements from the e-mail server and adds necessary contents thereto to send it through the e-mail server 30. Here, the e-mail can be transmitted with the address of the e-mail server 30 as the transmitting part's address and the Internet e-mail address of a receiving part (actual recipient), for example. Otherwise, a program is constructed to automatically record the e-mail address of the e-mail server in an advertising e-mail 10 form to allow the e-mail with the advertisements to be able to be automatically transmitted to the receiving part. While both the transmitting and receiving parts 10 and 20 receive the charge for viewing advertisements when they have signed in the e-mail service, only the transmitting part 10 receives it when they have not.

The e-mail is first sent to the e-mail server where the transmitting part's 15 address is deleted, and then transmitted to the Internet address of the recipient. In this case, there is no need to pay the charge for viewing advertisements to the receiving part 20. It is required for the receiving part to sign in the e-mail service for receiving the charge. Furthermore, by way of precaution against a case that the transmitting part sends an e-mail to unknown users for the purpose of acquiring the advertising charge, 20 a spam mail confirmation section is placed, the service company records, when the receiving part clicks the spam mail confirmation section, this and deprives the corresponding transmitting part of his/her membership or does not pay the advertising charge to him/her.

FIGS. 3 and 4 show examples of e-mails used in the advertising method of the

present invention, FIG. 3 illustrating that an advertisement is inserted in the lower part of e-mail mail screen, to be activated and FIG. 4 illustrating that the e-mail is in inactivated state. Here, Netscape's navigator is used as a browser 40 for reading e-mail messages. Referring to FIGS. 3 and 4, upon selection of a received mail a user wants  
5 to read from a received mail list window 42 displaying multiple received mail lists, the contents of the selected mail are displayed in an e-mail text box 46 located under the received mail list window 42. The displayed contents include the transmitting part's address, title, receiving part's address, and the text of the mail. In addition, an advertising window 50 on which a specific advertisement is displayed is inserted in a  
10 predetermined portion of the screen. An advertisement selected from a variety of advertisements by the transmitting part 10 is displayed on the advertising window 50.

By way of precaution against a case where the users do not want to see the advertisement or the transmitting part wants to inactivate it by courtesy, an advertisement menu selection button may be set at one side of the advertising window  
15 50.

FIG. 4 shows the inactivated state of the advertising window. In this case, advertising window 50 is not displayed. When the transmitting part 10 sends an e-mail while pushing the advertisement menu selection button 48 to inactivate the advertising window 50, the receiving part 20 may push the advertisement menu selection button  
20 48 to see the advertisement or ignore it after reception of the e-mail.

It is obvious to those related with the art that advertisements may be textual or may be realized in various forms using multimedia employing a program such as java. For example, the advertisement may display only the logo of a corresponding advertiser or be configured in such a manner that, when the logo is clicked while being



displayed, advertising text other than questionnaires or the company logo can be seen. In FIG. 3, though only one advertising window 50 is displayed, more than one advertisement can be inserted in a single e-mail to be displayed. Here, the advertisements may be provided by the same company or different companies. This is especially effective when advertising rates are required to decrease.

Moreover, a maxim or news may be inserted in a part of the advertising window 50, as shown in FIG. 5, to improve applications of advertisement and provide information useful for living, increasing probability of viewing advertisements. Additionally, to increase the rate of viewing advertisements of recipients, for example, an event may be employed that a lottery ticket is provided in the advertisements to offer a premium such as prize or goods.

The advertising method according to the present invention can be applied to chatting service. Specifically, in free chatting service provided to users, which is one of the most frequently used services, an advertisement is inserted in the ground of the chatting window or a part thereof and users are under an obligation to see it. Otherwise, the advertisement is activated to be displayed when it is clicked, clicking state is recorded, and then the record is counted once in a month or week to pay a predetermined charge to the users. The payment of the charge is performed free or in membership system, which is the same as the advertising method using the e-mail.

While the invention has been described in terms of several preferred embodiments, those skilled in the art will recognize that the invention can be practiced with modification within the spirit and scope of the appended claims.

**WHAT IS CLAIMED IS:**

1. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an
- 5 Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:
- the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail;
- 10 delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;
- the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;
- the receiving part selectively activating the advertisement included in the e-
- 15 mail to see it;
- transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and
- the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and
- 20 the information on viewing of the advertisement.
2. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC a the receiving part to receive the e-mails, an e-mail server and an

Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being  
5 inserted in the ground of the e-mail main screen or a part of it;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

10 transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

15

3. An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's  
20 client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted

from an inactivated state to an activated state to be included in the e-mail;

the e-mail server transmitting the e-mail to the receiving part's client PC, and  
storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the  
5 receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-  
mail to view it;

transmitting information on viewing of the advertisement from the receiving  
part's client PC to the e-mail server, to record it therein; and

10 the e-mail server compensating the transmitting and receiving parts for viewing  
the advertisement on the basis of the information on the transmission of the e-mail and  
the information on viewing of the advertisement.

4. An advertising method using Internet e-mail system having a  
15 transmitting part's client PC for a transmitting part to transmit e-mails, a receiving  
part's client PC for a receiving part to receive the e-mails, an e-mail server and an  
Internet network for connecting the transmitting part's client PC, the receiving part's  
client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from  
20 the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the  
transmitting part's client PC to the e-mail server, the advertisement being inserted in the  
ground of the e-mail main screen;

the e-mail server transmitting the e-mail to the receiving part's client PC, and

storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

transmitting information on the reception of the e-mail from the receiving  
5 part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

10 5. The method as claimed in one of claims 1, 2, 3 and 4, wherein the kind, contents and form of the advertisement are chosen by the transmitting part.

6. The method as claimed in one of claims 1, 2, 3 and 4, wherein the advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

15 7. The method as claimed in claims 1, 2, 3 and 4, further comprising the step of, when the e-mail is confirmed to be a spam mail, depriving the transmitting part sending the spam mail of his/her membership or paying no compensation money to him/her, the compensation money being for compensating the transmitting part for  
20 viewing the advertisement, the compensation money being saved up previously.

8. The method as claimed in claim 1 or 2, further comprising the step of the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the

e-mail including the advertisement from the transmitting part's client PC to the receiving part's client PC.

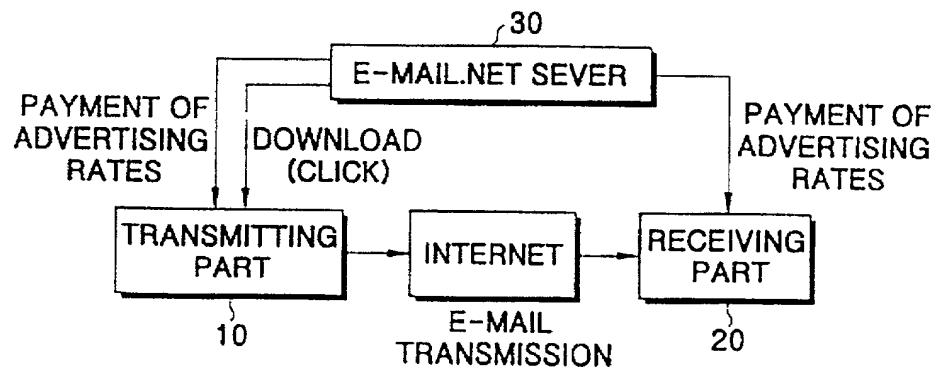
9. The method as claimed in claim 1, wherein the information on the  
5 transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

10. The method as claimed in claim 2, wherein the information on the  
10 transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

11. An advertising method using Internet chatting service, wherein a  
15 company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a chatting window, other than an input window through which conversations are carried out and which is located in the chatting window, and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting  
20 participant.

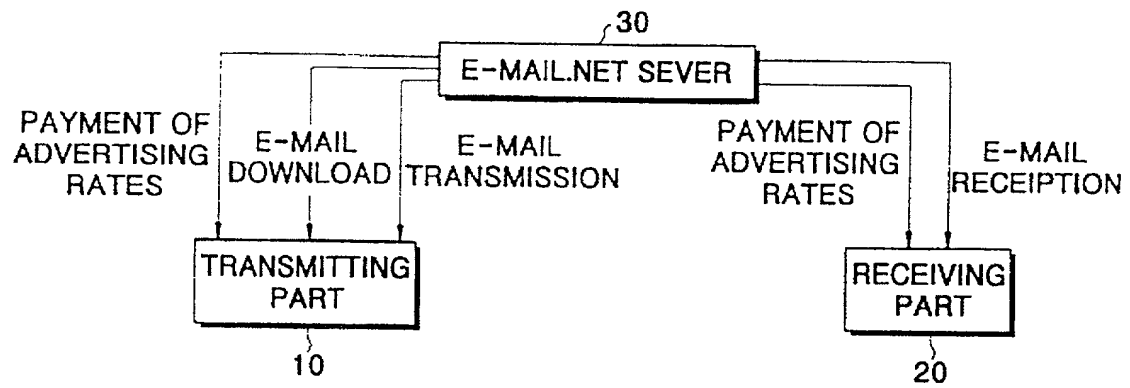
1/5

FIG. 1



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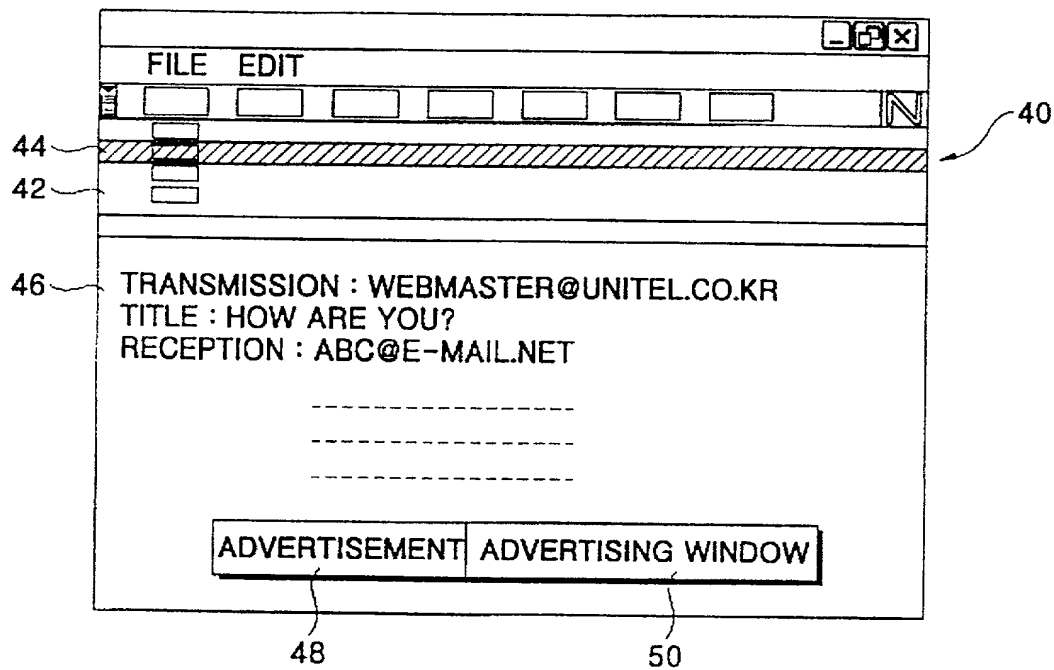
FIG. 2





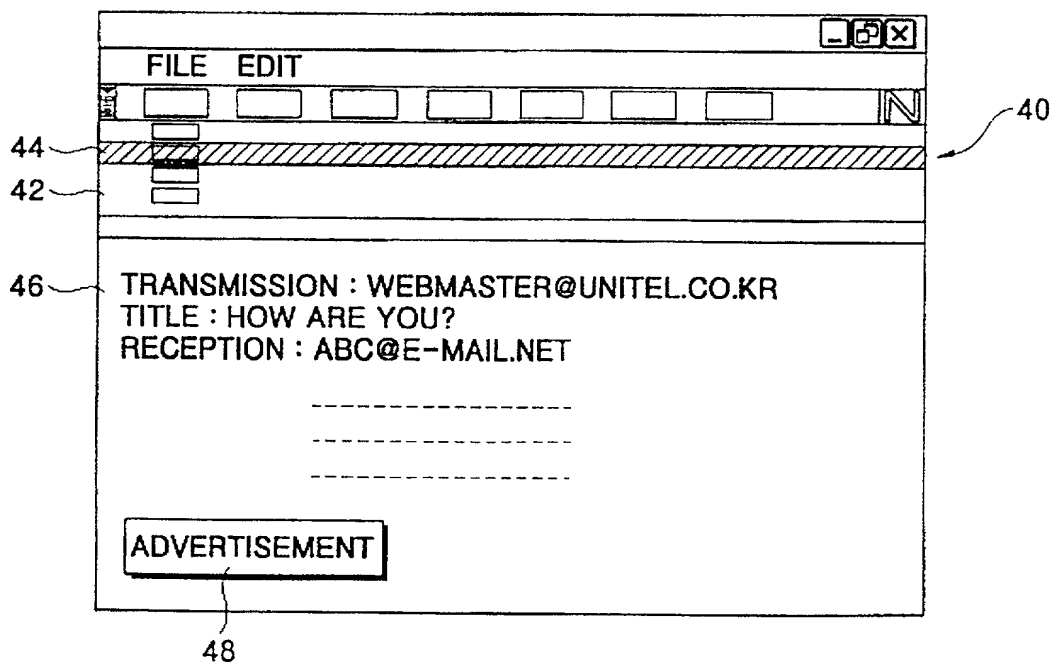
3/5

FIG. 3



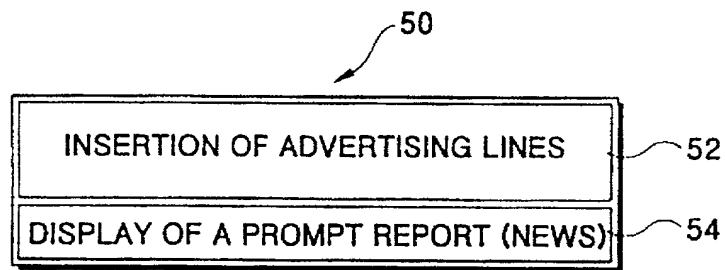
4/5

FIG. 4



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FIG. 5



## COMBINED DECLARATION/POWER OF ATTORNEY FOR UTILITY/DESIGN PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING WINDOW

the specification of which is attached hereto, unless the following box is checked:

■ was filed on 29/March/2000 as United States Application Number or PCT International Application Number PCT/KR00/00280 and was amended on (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56.

I hereby claim foreign priority benefit(s) under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

## Prior Foreign Application(s)

## Priority Not Claimed

<u>1999/0011056</u>	<u>Republic of Korea</u>	<u>30/March/1999</u>	<input type="checkbox"/>
(Number)	(Country)	Day/Month/Year Filed	
<u>                    </u>	<u>                    </u>	<u>                    </u>	<input type="checkbox"/>
(Number)	(Country)	Day/Month/Year Filed	

I hereby claim the benefit under 35 U.S.C. § 120 or § 119(e) of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application(s) in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

<u>PCT/KR00/00280</u>	<u>29/March/2000</u>	<u>pending</u>
(Application Serial No.)	(Filing Date)	(Status -- patented, pending, abandoned)
<u>                    </u>	<u>                    </u>	<u>                    </u>
(Application Serial No.)	(Filing Date)	(Status -- patented, pending, abandoned)

I hereby appoint the attorneys and agents of Staas & Halsey LLP under USPTO Customer No. 21,171 to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:



21171

PATENT TRADEMARK OFFICE

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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☐ Additional inventors are being named on separately numbered sheets attached hereto.